

## ABSTRACT OF THE DISCLOSURE

Having a memory card input and output unit, data conversion management means for judging the type of image data receivable at the destination side, first converting means 5 for converting from the YCbCr format used in the memory card into the RGB format, second converting means for converting from the RGB format into the L\*a\*b\* format used in the color facsimile apparatus and monochromatic format converting means, if the data to be transmitted is the color image data of 10 the memory card, the data is once converted into RGB format in the first converting means, and then converted into L\*a\*b\* format in the second converting means, and in the case of the image data being read by the scanner, the data is directly converted into L\*a\*b\* format in the second converting means.

15 If the type of image data receivable at the destination side judged by the data conversion management means is color image, the data of L\*a\*b\* format obtained in the second converting means is transmitted directly. If the type of image data receivable at the destination side is monochromatic 20 image only, the data of L\*a\*b\* format obtained in the second converting means is transmitted by converting into monochromatic format, and therefore if the destination side is a monochromatic facsimile apparatus, the color image can be automatically transmitted as monochromatic image.